



We claim:

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1.	A method of presenting digital	content to	а	user	on	а	computing	device,	the
method comprising the steps of:							•		

- providing a display on the computing device;
- displaying a continuous stream of digital content in a stream portion of the display;
 - obtaining a current context of the user and the computing device;
 - providing contextual sensitivities for the digital content items;
 - determining a value for the digital content item's relevance of being displayed;
 - calculating a probability of displaying the digital content item based upon the value of the digital content item's relevance of being displayed;
 - performing a random selection of the digital content item based upon the probability of displaying the digital content item; and
 - presenting the digital content item in the stream of digital content being displayed;
 - wherein the stream portion of the display area may be selectively turned on and off by the user.